

AUSTIN COOK

Digital Marketing, Social Media and Content Specialist

Dedicated digital media and marketing professional with proven experience in crafting effective digital marketing and content strategies across various industries.

WORK EXPERIENCE

Executive Assistant | *Blue Ridge Contracting*

Oct 2022 - Dec 2024

- Acted as a point of contact for internal and external communications as needed, maintaining professionalism and confidentiality while building strong team and client relationships.
- Coordinated complex schedules for daily operations and special events as needed, minimizing scheduling conflicts and optimizing logistics.
- Led multiple successful marketing projects focused on increasing interest from B2B clients and attracting key job applicants in preparation for expansion into new markets.

Social Media Manager | *Fox in a Box Seattle*

Feb 2018 - July 2019

- Developed and implemented content strategies that resulted in a 60% increase in engagement and reach, as well as a 160% increase in website conversions.
- Orchestrated multiple marketing collaboration events with well-known film studios and influencers, resulting in notable KPI increases with each project.
- Spearheaded content creation projects while working alongside the retail team to develop a strong brand identity online.

Social Media Specialist / Content Developer | *Freelance*

July 2019 - Current

- Collaborated with small businesses, brands, and influencers to craft data-driven content strategies and establish compelling online brand identities.
- Oversaw social media channels for multiple clients, emphasizing effective content creation, positive online community nurturing, and brand loyalty enhancement.
- Conducted ongoing monitoring and analysis of social media conversations, trends, and metrics to generate insightful reports for clients and implement strategic optimizations.
- Developed and implemented effective and engaging content strategies and deliverables for various online niches.

EDUCATION

Media Communications B.S. | Full Sail University

July 2019 - Sep 2022

CONTACT

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Portfolio/Websites:

AustinCook.co

Linkedin.com/AMCookSEA

SKILLS

Specialties

- Social Media Management
- Content Development
- Influencer Marketing
- Digital Marketing
- Paid Media

Software

- Adobe Creative Suite
- Canva
- Microsoft Office Suite
- Trello
- Hootsuite

PROJECTS

Influencer Collaboration

Fox in a Box Seattle | 2024

Orchestrated and executed collaboration project with local macro-influencers and reality TV stars Chelsea Griffin and Kwame Appiah, resulting in a 50% increase in engagement and a 30% increase in bookings for my client.

Mission Impossible Movie Collaboration

Fox in a Box Seattle | 2023

Orchestrated and developed a cross-promotional event resulting in a 25% increase in bookings for my client and developed a long-lasting relationship with an advertising agency representing multiple large film studios.

State Senate Campaign

Harmongoff4NY | 2022

Developed and implemented social media and content strategy, playing a key role in increasing voter support by 30% compared to previous electoral campaigns.